

Quiz 1

1. My favorite feature of a search engine is the image pane that springs up. It typically scrolls to the right and left with images and it is directly above the written list of results.
2. A database typically doesn't include a ranking component. After the user's query is transformed into index terms by the user interaction component, the ranking component takes those terms and generates a ranked list of documents using scores based on the search engine's retrieval model.
3. In the context of information retrieval, SERP means a search engine results page, which is the page the search engine shows the user in response to their query.
4.
 - a. Request 1
 - i. Information need: laptop recommendations for programmers in embedded systems.
 - ii. What information I expect to get to satisfy my information need: articles written from a programmer's perspective, reviews based on the needs of programmers.
 - iii. Query corresponding to the information need: 15-inch laptop recommendations for embedded systems development.
 - iv. Got information I wanted to get: no.
 - v. Bing provided no results that were specific to laptops for embedded systems programming. Rather, all the lists were just best laptops for programming in 2019. Google's first entry was a Quora forum on laptops for embedded systems design, but after that post, it followed Bing's example and just kept providing links to best of 2019 lists.
 - b. Request 2
 - i. Information need: cute baby tiger videos
 - ii. What information I expect to get to satisfy my information need: videos of cute baby tigers both in the wild and in captivity. Points if there are people interacting with the tigers.
 - iii. Query corresponding to the information need: cute tiger cub videos.
 - iv. Got the information I wanted to get: yes
 - v. Both Bing and Google had great videos. The videos were of tigers interacting with humans, which was what I really wanted.
5.
 - a. I looked at how closely the search engine produced what I was looking for based on the specificity of the request. I also looked at how many results I got before the results started veering from my stated goal.
 - b. The evaluation was difficult for two reasons. First, both search engines produce multiple pages of results, so if neither matched on the first page, you potentially had to go through

multiple pages to make an assessment; and, second, results would repeat between the search results making it harder to figure out how one stood out.